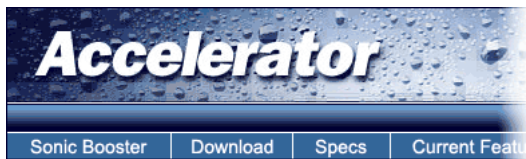Adobe Photoshop
New dimensions in optimization

Have you ever been frustrated by fuzzy type in a Web graphic? When optimizing an image for the Web, you need to reduce the file size, but compressing the image too much causes type quality to deteriorate. Adobe® Photoshop® can help you achieve the perfect balance between image quality and file size with weighted optimization. Learn how to use weighted optimization to maintain crisp type while optimizing an image in JPEG format.

1. Create a slice for the type.

Select the slice tool, and drag in the image to create a slice. You'll use the slice to apply optimization settings, so make sure it encompasses the entire area you want to optimize.
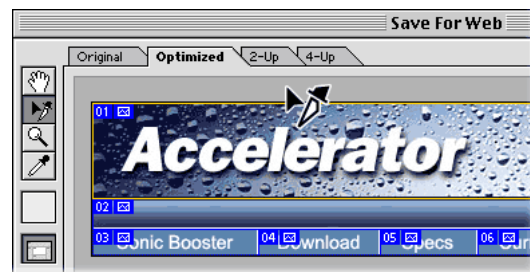

2. Create an alpha channel that contains a mask of the type.

Ctrl-click (Windows) or Command-click (Mac OS) the type layer in the Layers palette to select the type outline. Expand the selection to insure that the edges of your type stay crisp. Now, save the selection in an alpha channel using the Select > Save Selection command. We expanded our selection by 5 pixels and named the channel Accelerator.
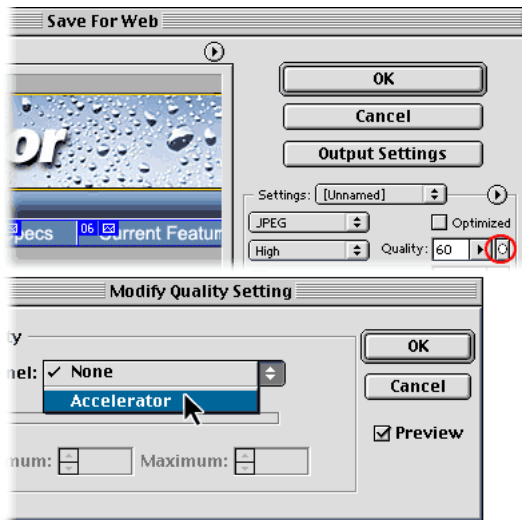

3. Select the slice in the Save For Web dialog box.

Choose File > Save for Web, and click the slice that contains the type with the slice select tool.

4. Apply the weighted optimization.

Since this is a photo-quality image, we chose JPEG as the format. To apply the weighted optimization, click the channel button next to the Quality text box. In the Modify Quality Setting dialog box, select the channel you created in Step 2 from the Channel pop-up menu.

Now set the Minimum quality to 0 and the Maximum quality to 60. With this quality range, the type stays crisp, and the background image gets stronger optimization.

5. Preview the optimization.

Make sure that the Preview option is selected in the Modify Quality Setting dialog box. Set the Minimum quality to 0 and the Maximum quality to 5. Observe how this affects the crispness of the type.

6. Finish optimizing and save the image.

When you're happy with the quality of the optimized slice, click OK in the Modify Quality Setting dialog box. Optimize the other slices in the image as desired. Then click OK, and save the optimized image.